WHAT IS CLAIMED IS:

- 1. Device for applying weather stripping (10) on motor vehicle body (20), said body (20) carrying elongated receiving surface (21) with a predetermined profile, weather stripping (10) comprising thin wing (11) carrying bonding surface (111), the shape of which corresponds to receiving surface (21) and hollow longitudinal tube (12) connected to wing (11), the positioning device comprising plate (30) for application of bonding surface (111) of weather stripping (10) on receiving surface (21), means (40) for pressing the weather stripping on receiving surface (21), and means (50) for guiding of application plate (30) over a trajectory along the predetermined profile of receiving surface (21), guide means (50) comprising at least a first means of referencing body (20) of the vehicle with respect to the positioning device, characterized by the fact that guide means (50) comprises programmable articulated mechanical means (52) for displacing application plate (30) and means (53) for programming articulated mechanical means (52) to adapt the trajectory of application plate (30) to different predetermined profiles corresponding to different types of vehicles.
- 2. Application device according to Claim 1, characterized by the fact that application plate (30) is selectively connected to or disconnected from articulated mechanical means (52).
- 3. Application device according to Claim 1 or 2, characterized by the fact that means (40) for pressing the weather stripping include second actuator (523) which selectively forces application plate (30) towards receiving surface (21).
- 4. Application device according to any one of Claims 1 to 3, characterized by the fact that application plate (30) comprises support (31) and roller (32) for application of weather stripping (10) on receiving surface (21), application roller (32) rolling on rolling surface (112) of thin wing (11) on the side opposite bonding surface (111).
- 5. Application device according to Claim 4, characterized by the fact that application roller (32) is mounted to rotate freely with respect to support (31) and is placed in rotation by a drive element carried by articulated mechanical means (52).

- 6. Application device according to Claim 5, for positioning of peelable weather stripping (10) whose bonding surface (111) is coated with an adhesive material before positioning and which is protected by protective element (12), characterized by the fact that application plate (30) carries means (33) for peeling weather stripping (10), said peeling means (33) comprising roller (331) for winding protective element (13) of the adhesive material, mounted to rotate freely on support (31) and placed in rotation by said drive element.
- 7. Application device according to any one of Claims 4 to 6, characterized by the fact that application plate (30) comprises second referencing means (34) to position downstream end (14) of weather stripping (10) in a predetermined reference position with respect to application roller (32).
- 8. Application device according to Claim 7, characterized by the fact that second referencing means (34) comprises at least one first arm (341) articulated on support (31) and indexing finger (343) connected to first articulated arm (341), indexing finger (343) being displaceable between an indexing position, where it is engaged in hollow tube (12) at downstream end (14) of weather stripping (10) when said weather stripping is in the reference position, and a release position, where this indexing finger (343) is released.
- 9. Application device according to Claim 8, characterized by the fact that indexing finger (343) is forced elastically towards its indexing position, an actuator carried by articulated mechanical means (52) selectively moving indexing finger (343) towards its release position.
- 10. Application device according to any one of Claims 7 to 9, characterized by the fact that application plate (30) comprises upstream guide means (35) for upstream part (15) of weather stripping (10) on the end opposite downstream end (14), said upstream guide means (35) being connected to support (31) and comprising first and second rollers (351) and (352) rolling respectively over rolling surface (112) and bonding surface (111) and some third and fourth rollers (353) and (354) with shafts parallel and perpendicular to the

shafts of first and second rollers (351) and (352).

- 11. Application device according to any one of Claims 2 to 10 in combination with Claim 7, characterized by the fact that it comprises feed conveyor (61) and return conveyor (62), a plurality of application plates (30) carrying weather stripping (10) in the reference position arranged on feed conveyor (61) in predetermined positions, articulated mechanical means (52) programmed to connect to application plate (30) of feed conveyor (61) before the weather stripping positioning operation, and to deposit said application plate (30) on return conveyor (62) and to disconnect from it once the weather stripping positioning operation is finished.
- 12. Method for applying weather stripping on a motor vehicle body, using the positioning device according to Claims 8 and 11, characterized by the fact that it includes the following steps:
- a. programming of means (53) for programming articulated mechanical means (52) to adapt the trajectory of application plate (30) to the predetermined profile corresponding to the vehicle to be treated;
- b. preparation by an operator of a plurality of application plates (30) carrying weather stripping (10) in the reference position in predetermined positions on feed conveyor (61);
 - c. referencing of body (20) of the vehicle with respect to the positioning device;
- d. displacement of articulated mechanical means (52) and connection of said means to prearranged application plate (30) on feed conveyor (61);
- e. displacement of articulated mechanical means (52) and application of downstream end (14) of weather stripping (10) at one end of receiving surface (21);
 - f. displacement of indexing finger (343) towards its release position;
- g. positioning of weather stripping (10) over the entire length of receiving surface (21) by displacement of application plate (30) along the predetermined profile;
- h. displacement of articulated mechanical means (52) and depositing of said application plate (30) on return conveyor (62);
- i. disconnection of articulated mechanical means (52) and said application plate (30);

- j. repetition of the cycle of operations c to i for other vehicles of the same type;
- k. periodically, addition of new application plates (30) on feed conveyor (61) and ejection of the used application plates (30) of return conveyor (62), in masked time with respect to the cycle of operations c to i;
 - 1. resumption of the cycle at step a when switching to a new type of vehicle.